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**BEFORE THE BOARD OF PATENT APPEALS
AND INTERFERENCES**

Paper No. 18

Application Number: 09/967,249
Filing Date: September 28, 2001
Appellant(s): DEWALL ET AL.

Harold W. Milton, Jr.
For Appellant

EXAMINER'S ANSWER

MAILED
APR - 8 2004
GROUP 3700

This is in response to the appeal brief filed 19 January 2004.

(1) *Real Party in Interest*

A statement identifying the real party in interest is contained in the brief.

(2) *Related Appeals and Interferences*

A statement identifying the related appeals and interferences which will directly affect or be directly affected by or have a bearing on the decision in the pending appeal is contained in the brief.

(3) *Status of Claims*

The statement of the status of the claims contained in the brief is correct.

(4) *Status of Amendments After Final*

The appellant's statement of the status of amendments after final rejection contained in the brief is correct.

(5) *Summary of Invention*

The summary of invention contained in the brief is deficient because it fails to clearly point out that each symbol in each location is randomly determined independently of any symbol in any other location (Page 7, lines 6-7). This is an important feature because it means that the symbols may be arranged on the screen in any manner without changing the underlying game. In fact, Appellant recognizes this in the specification (page 6, lines 14-20) where the Appellant clearly states, "the inventive aspects of the game are not dependent upon the geographical relationship or positioning of any cell relative to any other." Furthermore, Appellant discloses, "The player may select any three cells of the nine, or any combination of five, seven or nine, i.e., in any pattern or sequence... It is also within the scope of the invention to limit the players [sic]

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selection to simply identify groups of cells **30** at play (i.e., if the player picks these cells **30** the they will (?) in a center row).” (Page 9, line 24 – Page 10, line 6)

Thus it is clear that Appellant recognizes cells along a payline as being equivalent to cells scattered across the screen. Appellant even suggests that the player may be confined to choosing cells along a payline. This is an important point since the crux of Appellant’s argument is that the arrangement of the cells on the screen is crucial to the invention.

(6) Issues

The appellant’s statement of the issues in the brief is substantially correct. The changes are as follows: The second issue on appeal should read – As to claims 12-19 & 33-40, whether the rejection under 35 USC §103(a) as being unpatentable over the patents to Payne et al. ‘607 in view of Giobbi et al. ‘925 as applied to claims 11 or 32 and further in view of the patent to Moody et al. ‘016 is proper?

(7) Grouping of Claims

The rejection of claims 12-19 & 33-40 stand or fall together because appellant's brief does not include a statement that this grouping of claims does not stand or fall together and reasons in support thereof. See 37 CFR 1.192(c)(7).

Appellant has stated that Claims 12-14, 18, 33-35 & 38-39 stand or fall together. Then Appellant proposes a subgroup that includes claims 15, 16, 19, 36 and 37 as standing or falling together. There are at least two problems with this approach.

First, Appellant did not even include claims 15, 16, 19, 36 and 37 as issues on appeal. Examiner has attempted to address this issue by amending the issues on appeal in the section immediately above. Secondly, if Appellant intends to create subgroups, then the claims clearly

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cannot all stand or fall together. But in order to argue that the claims do not stand or fall together, Appellant is required to explain why the claims are separately patentable. Appellant has failed to do so. Appellant has merely pointed out that claims 15, 16, 19, 36 and 37 contain an additional limitation. This is not a sufficient argument.

(8) *Claims Appealed*

The copy of the appealed claims contained in the Appendix to the brief is correct.

(9) *Prior Art of Record*

6,241,607	Payne et al.	06-2001
6,155,925	Giobbi et al.	12-2000
5,976,016	Moody et al.	11-1999

(10) *Grounds of Rejection*

The following ground(s) of rejection are applicable to the appealed claims:

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-11, 20-32 & 41-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Payne et al. (US Patent Number 6,241,607) in view of Giobbi et al. (US Patent Number 6,155,925).

Claims 1, 20, 41, 43: Payne teaches a gaming machine with means for accepting a wager (54) from a player. There is a display for displaying one of a plurality of symbols

(Col 1, 31) in each of a plurality of cells (Fig 2). Payne teaches a random generator for randomly selecting a symbol to be displayed in each of said cells independently of the random selection of a symbol in each of the other cells (Col 2, 24-28). Fig 2a discloses the functions of a game control for controlling game play in a primary game mode and for controlling images displayed on the display (58), detecting the presence of a predetermined winning combination of symbols (60), and for awarding a prize in response to a winning combination (64), and a selector for allowing a player to select the number of cells to be evaluated (50) by the game control to detect the presence of a winning combination within the selected number of cells.

Payne teaches special payout opportunities, but it is not clear whether these are a secondary event mode – i.e., a bonus game. Bonus games are notoriously well known in the art. They are used to add excitement to the game and attract players. Giobbi teaches such a bonus game. (Abstract) It would have been obvious to one of ordinary skill in the art at the time of the invention to have modified Payne in view of Giobbi to include a secondary event mode (bonus game) in order to add excitement to the game and attract players.

Payne also fails to teach allowing the player to individually select the number of cells independently of one another. Giobbi teaches that scatter pay is well known to the art. In a scatter pay scheme, the winning symbols may appear at any place on the screen independently of one another and not connected by a payline. Giobbi teaches that scatter pay encourages players to wager multiple coins by increasing the chance of winning combinations. (Col 1, 64 – Col 2, 7) This increases casino profits. It would have been

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obvious to one of ordinary skill in the art at the time of the invention to have modified Payne in view of Giobbi to allow the player to individually select the number of cells independently of one another in order to encourage players to wager multiple coins by increasing the chance of winning combinations, thus increasing casino profits.

Claims 2, 23, 24: Payne teaches that plurality of cells includes three rows and three columns of cells. (Fig 3) Payne discloses that the player selects from a number of different paylines. (Abstract) Each payline has a predetermined number of cells. (Fig 3) Thus the selector includes a sensor to allow the player to select a predetermined number of cells.

Payne fails to teach individually selecting cells. Giobbi teaches that scatter pay is well known to the art. In a scatter pay scheme, the winning symbols may appear at any place on the screen independently of one another and not connected by a payline. Giobbi teaches that scatter pay encourages players to wager multiple coins by increasing the chance of winning combinations. (Col 1, 64 – Col 2, 7) This increases casino profits. It would have been obvious to one of ordinary skill in the art at the time of the invention to have modified Payne in view of Giobbi to allow the player to individually select the number of cells independently of one another in order to encourage players to wager multiple coins by increasing the chance of winning combinations, thus increasing casino profits.

Claims 3, 21: Giobbi teaches that the game control is arranged to trigger a secondary event mode in response to a secondary event trigger condition. (Abstract)

Claims 4, 25: Payne teaches that the player may choose paylines that consist of any number of available cells from 1 to the total number of cells displayed. Thus the predetermined number of cells in a 9-element array would include one, three, five, seven or nine cells for selection by the selector.

Payne fails to teach individually selecting cells. Giobbi teaches that scatter pay is well known to the art. In a scatter pay scheme, the winning symbols may appear at any place on the screen independently of one another and not connected by a payline. Giobbi teaches that scatter pay encourages players to wager multiple coins by increasing the chance of winning combinations. (Col 1, 64 – Col 2, 7) This increases casino profits. It would have been obvious to one of ordinary skill in the art at the time of the invention to have modified Payne in view of Giobbi to allow the player to individually select the number of cells independently of one another in order to encourage players to wager multiple coins by increasing the chance of winning combinations, thus increasing casino profits.

Claims 5, 26: Payne clearly depicts a video display arranged to a simulation of a reel for each cell with each reel capable of presenting a plurality of said symbols. (Fig 2)

Claims 6, 27, 42: Giobbi teaches adjusting the probabilities of occurrence of a particular symbol based on the amount wagered. (Figs 6a-e) Since the number of cells selected is equivalent to the amount wagered, Giobbi teaches changing the probabilistic distribution of symbols available for random selection and presentation in each of the cells in response to the number of cells selected by the player. Giobbi uses a random generator to select the symbol in each cell.

Claims 7, 28: Payne's Fig 2a shows a pay-table defining winning combinations of symbols for each number of cells selectable by the player.

Claims 8, 29: Payne teaches that the random generator includes a lucky symbol generator for selecting one said symbol as a lucky symbol for providing an increased prize in response to a winning combination including said lucky symbol. (Col 5, 21-24)
The "wild card" is a lucky symbol.

Claims 9, 30: Payne's Fig 2 shows a number of paylines. These paylines are predetermined number indicators for indicating on the display the number of cells selected by the player.

Claims 10, 31: Giobbi's Fig 5 shows a bet indicator for indicating the amount of a wager.

Claims 11, 32: Giobbi teaches that in response to said secondary event trigger, the game control is arranged to randomly select one of a plurality of positions (i.e., boats) and sending an object (i.e., fish) to one of said positions. (Col 5, 65 – Col 6, 15)

Claim 22: Giobbi teaches that the said secondary event trigger is the display of at least a predetermined number of a predetermined one of said symbols within said selected number of cells. (Col 1, 52-54)

3. Claims 12-19 & 33-40 are rejected under 35 U.S.C. 103(a) as being unpatentable over Payne and Giobbi as applied to claim 11 or 32 above, and further in view of Moody et al. (US Patent Number 5,976,016).

Claims 12, 33: Giobbi fails to teach that the positions comprise representations of planets and the object comprises a space ship. Instead, Giobbi adopts a fishing theme.

Moody describes a space theme with representations of planets and spaceships. (Col 3, 44-58) Moody also makes it clear that any suitable symbols may be used. Game designers use graphics to create themes for gaming machines in order to add to player enjoyment. It would, however, have been obvious to one of ordinary skill in the art at the time of the invention to have the positions comprise representations of planets and the object comprises a space ship in order to illustrate a space theme in order to add to player enjoyment.

Claims 13, 34: Giobbi teaches an item selector (66) for allowing the player to select a predetermined number of items – the player may select one boat.

Claims 14, 35, 38: Giobbi teaches an evaluation station (i.e., the boat) and a transfer device for moving the items (i.e., fish) through space to the evaluation station. The fisherman reels in a fish that is evaluated to determine the award. (Col 5, 65 – Col 6, 15) Reeling in the fish is animation.

Claims 15, 16, 19, 36, 37, 40: These claims are all drawn to graphical representations intended to illustrate the chosen space theme. While not specifically taught by the prior art, these elements serve a purely ornamental function. Game designers use graphics to create themes for gaming machines in order to add to player enjoyment. It would, however, have been obvious to one of ordinary skill in the art at the time of the invention to have an evaluation station (in the form of a pawn shop) and includes a transfer device for moving the items through space to said evaluation station wherein said positions comprise representations of planets and said object comprises a spaceship and wherein said transfer device comprises the loading of said items onto said spaceship and said

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spaceship delivering said items to said pawnshop in order to illustrate a space theme in order to add to player enjoyment.

Claim 17: Giobbi teaches an award designator for awarding credits to the items at the evaluation station. (Col 5, 65 – Col 6, 15) The fish are different sizes and the size determines the amount of the award.

Claims 18, 39: Giobbi Fig 5 show a credit indicator for indicating the total number of credits awarded. In the illustrated case, 450 credits were won.

(11) Response to Argument**Examiner's Overview**

This is a case in which Appellant wishes to patent the aesthetic appearance of a game on a slot machine. With the respect to claims 12-19 and 33-40, this is immediately obvious – Appellant argues that the indicia used in the prior art differ from the indicia used in the present game. Moody uses stars and planets while Appellant uses spaceships. It is easy to see that these arguments are directed toward matters of aesthetic decoration.

With respect to claims 1-11, 20-32 & 41-43, the matter is not so immediately clear, but after analyzing the invention and the prior art, it becomes clear that Appellant is attempting to claim a mere rearrangement of visual elements on the video screen.

Answers to Appellant's Arguments**(A) Claims 1-11, 20-32 & 41-43**

Applicant argues that Payne and Giobbi fail to teach independently selecting cells on the screen of a slot machine.

As with Appellant's invention, Payne teaches a slot machine with independent reels. Each reel shows a single symbol and the symbol appearing on any reel has no effect on the symbol appearing on any other reel. Payne's Figure 1 shows a prior art slot machine with three reels where each reel shows three symbols. As can readily be appreciated, these symbols are not independent – every time the circle appears in the top space of the leftmost reel, the diamond will appear in the middle position of that reel. This means that the symbols of the prior art cannot be rearranged on the screen without changing the underlying game.

In Payne's invention, on the other hand, the location of the cell on the screen is immaterial – just as Appellant's specification discloses that the geographical location of the Appellant's cells are immaterial. Payne's Figure 3 will serve as a basis for discussion.

Let us assume that the player chooses payline III, which has three elements. Let us also assume that, for simplicity's sake, the payable for this slot machine is that the table will pay 10 coins for three cherries and 5 coins for two cherries.

For the first play, player makes a bet, chooses the line with three reels, and pulls the handle. The reels show cherry, lemon, and plum – in any order. The player loses. Nothing daunted, the player repeats the playing process. The reels show two cherries and a lemon and the player receives 5 coins. Thrilled with his luck, the player plays one last time. The reels show three cherries and the player receives 10 coins.

Now let us assume that the player may choose three cells in any location on the screen. Let us assume that the slot machine uses the same payable -- 10 coins for three cherries and 5 coins for two cherries.

For the first play, player makes a bet, chooses three reels (which may or may not be in a line) and pulls the handle. The reels show cherry, lemon, and plum – in any order. The player loses. Nothing daunted, the player repeats the playing process. The reels show two cherries and a lemon and the player receives 5 coins. Thrilled with his luck, the player plays one last time. The reels show three cherries and the player receives 10 coins.

As is readily apparent, the only difference between these two games is that the location of the reels on the screen may (or may not) be different. Yet Appellant recognizes that, "the inventive aspects of the game are not dependent upon the geographical relationship or

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positioning of any cell relative to any other.” (Specification, page 6, lines 14-20) Furthermore, Appellant discloses that paylines are equivalent to randomly placed cells. (Specification, page 9, line 24 – page 10, line 6)

Clearly, the claims invention is equivalent to the invention described in Payne. The only difference between the two is the placement of the reels on the screen – a matter of aesthetics. Payne discloses reels grouped along paylines (though is a myriad of shapes). Appellant discloses reels that may or may not be grouped along paylines (i.e., at random locations). It is, however, well known in the art to pay off when the winning symbols appear at random locations on the screen.

Giobbi teaches that scatter pay is well known to the art. In a scatter pay scheme, the winning symbols may appear at any place on the screen independently of one another and not connected by a payline. Giobbi teaches that scatter pay encourages players to wager multiple coins by increasing the chance of winning combinations. (Col 1, 64 – Col 2, 7) This increases casino profits. It would have been obvious to one of ordinary skill in the art at the time of the invention to have modified Payne in view of Giobbi to allow the player to individually select the number of cells independently of one another in order to encourage players to wager multiple coins by increasing the chance of winning combinations, thus increasing casino profits.

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For a single payline, scatter-pay is not an issue. In Payne's game shown in Figure 3, a player may choose 2, 3, 4, or 5 reels on a single payline. This is equivalent to choosing 2, 3, 4, or 5 reels on Appellant's invention. If however a player chooses all of the reels or more than one payline, Giobbi's scatter-pay would ensure that the appearance of the winning symbols anywhere on the screen would result in a payout. This exactly matches Appellant's invention.

For the reasons outlined above, Examiner requests that the rejection of claims 1-11, 20-32 & 41-43 be upheld.

(B) Claims 12-19 & 33-40

Applicant argues that the prior art fails to show spaceship indicia. The indicia used is merely a matter of aesthetic decoration. Over the years, slot machines have used a tremendous number of symbols designed to invoke a particular theme. A brief survey of the art shows that at the time of the invention, it was well known to change indicia to reflect a theme. There have been horse indicia used to conjure up a horse-racing theme. Alcohol indicia have been used to evoke a tavern theme. Slot machines have had Indian indicia to suggest the feeling of the old west. In the 1930's the Mills slot machine company used baseball indicia to create a baseball theme. At one time cigarette indicia were popular. (See Appendix for examples of different indicia.) Moody uses space indicia, presumably to create a futuristic, space theme.

These indicia are all merely decorative. They do not change the underlying game in any way. In the past, the slot machine manufacturers made this explicit by allowing casino owners to choose between differing reel strips. (The Appendix shows a number of these reel strips.) It is well settled that indicia that perform no actual function are not patentably distinct over other

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indicia – a picture of a spaceship is not patentably distinct over a picture of a planet or a cherry.

In re Seid, 161 F.2d 229, 73 USPQ 431 (CCPA 1947).

Applicant's arguments concerning pawnshop indicia are equally invalid. Giobbi teaches an evaluation station (i.e., the boat shown in Figure 5) at which the value of the prize symbol is determined. The only difference between Giobbi's Figure 5 and Applicant's claims is the indicia used. Giobbi teaches bringing a fish to a boat to be evaluated. Appellant teaches bringing space hardware to a pawnshop to be evaluated. Again, the difference between Appellant's invention and the prior art is purely aesthetic.

For the reasons outlined above, Examiner requests that the rejection of claims 12-19 & 33-40 be upheld.

For the above reasons, it is believed that the rejections should be sustained.

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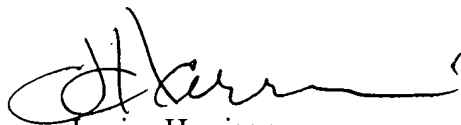
Respectfully submitted,



Corbett B. Coburn III

April 1, 2004

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Appendix

SLOT MACHINES

*A Pictorial
History of
the First
100 Years*

Fifth Edition

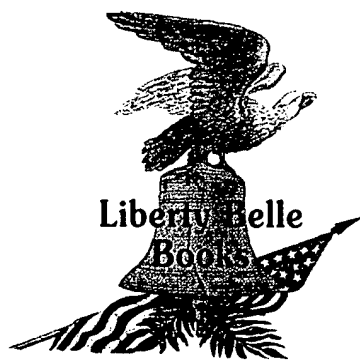
Marshall Fey



SLOT MACHINES

by Marshall Fey

A Pictorial History
of the First 100 Years



4250 South Virginia St.
Reno, Nevada 89502

First Printing 1983
Second Printing 1989
Third Printing 1991
Fourth Printing 1994
Fifth Printing 1997

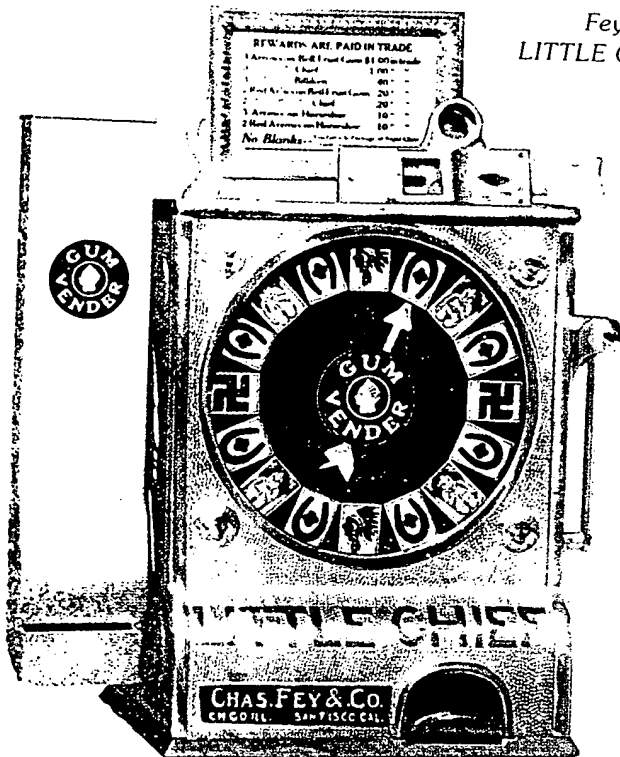
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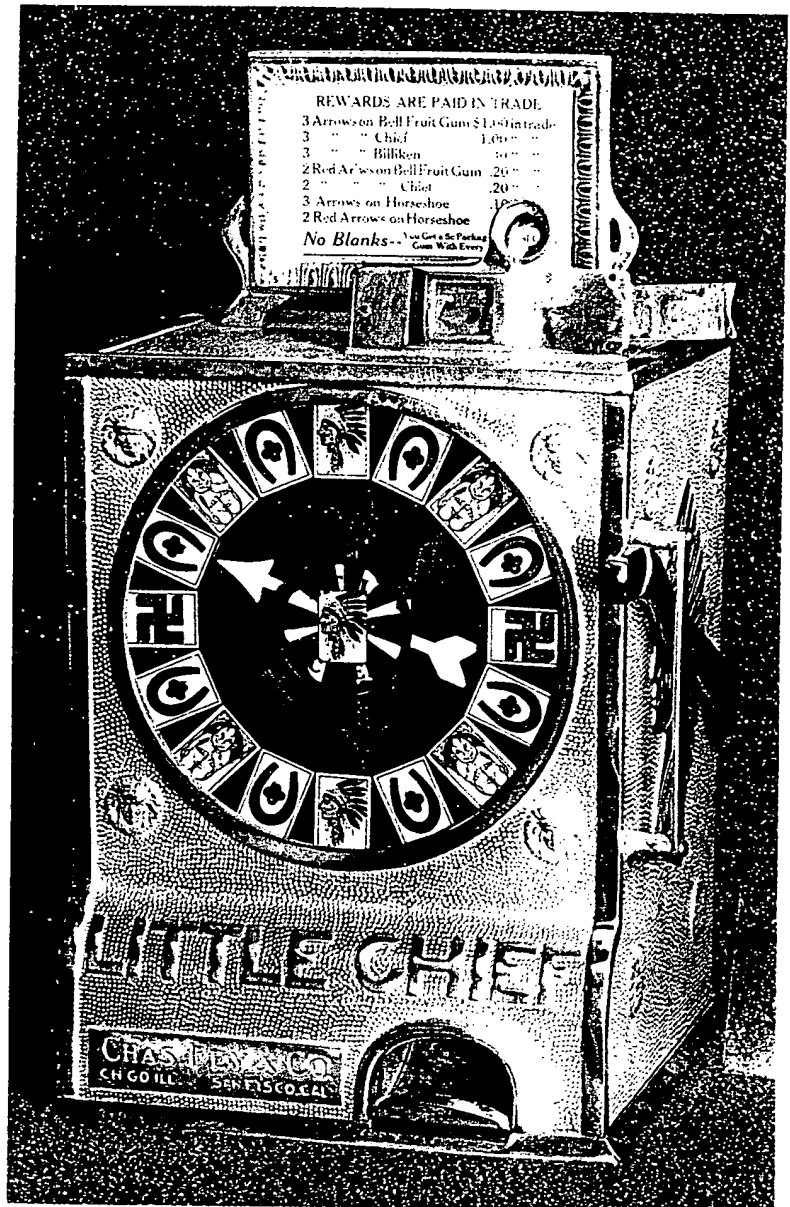
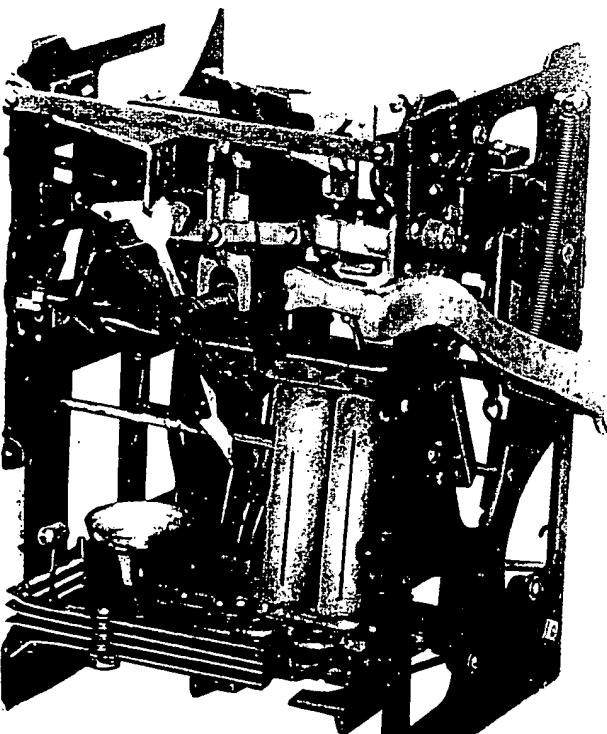
Arrows

Indian Indian

Fey 1909
LITTLE CHIEF



The LITTLE CHIEF built in the Jesse Street factory along with the similar shaped SILVER CUP, was a 3-spindle machine using spinning arrows that selected symbols on a stationary dial. After the handle is pulled, the two red and one white arrows revolve rapidly. Should they stop on any of the winning combinations, an award from 10c to a dollar is automatically paid.



Another mechanical masterpiece, this mechanism has three arrows synchronized with three 16-stop payout discs punched for payout fingers, as in a Bell machine. The four vertical fingers control the L-shaped horizontal levers which in turn release the appropriate dual slides. These are pulled ahead by the horizontal levers at the front of the base plate, thus dropping the tokens and simultaneously activating the bell hammer to announce a winner.





"Patriotic"
Indicia



A Second Bell Family



Mills 1906
LIBERTY BELL

Mass produced and sold nationwide, the Mills LIBERTY BELL quickly popularized the 3-reel bell machine. Patterned after the Fey LIBERTY BELL, this mechanism used the same operating principles but the all new cast iron case featured an enlarged window and reel tins. The reel strips, retaining the Fey symbols, were printed with 20 characters instead of 10 used by its predecessor. This slot was later offered with

Mills Offers 5 Models

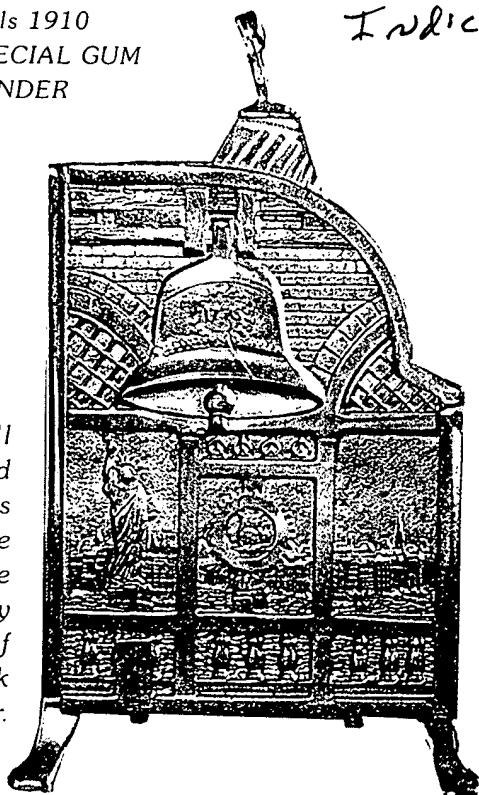
The first Mills 'Iron Case' LIBERTY BELLS (opposite page) utilized the same symbols (Bells, Suit symbols, & Horseshoes) as the Fey LIBERTY BELL. And like Fey, they also manufactured a CARD MODEL (page 84). To compliment the Liberty Bell theme, Mills also offered the patriotic reel strips like the one shown on the opposite page. So that the models could operate in closed territories they were frequently promoted after 1910 as "gum machines."

They still paid awards in cash, but offered an optional package of gum for each nickel played. The "gum machines" were available in two models — the SPECIAL GUM VENDER and the OPERATORS BELL.

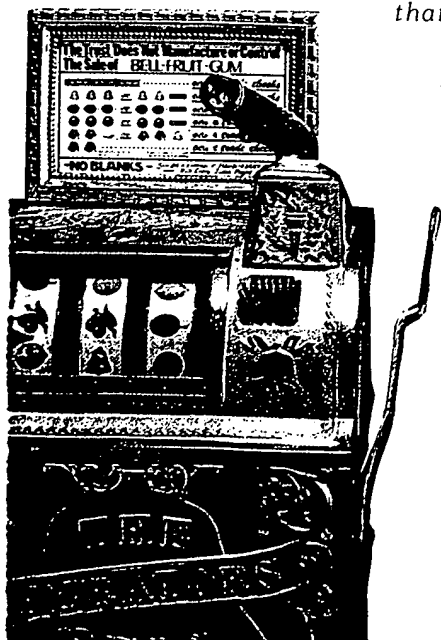
"Traditional"

Indicia →

Mills 1910
SPECIAL GUM
VENDER

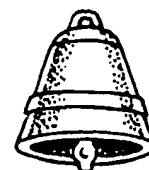
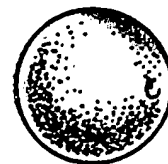
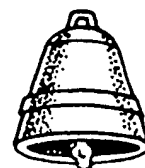


All five Mills models, as well as Caille and Watling, used identical side castings that featured a large Liberty Bell, the Statue of Liberty and a scene of New York harbor.



Mills 1910
OPERATORS BELL

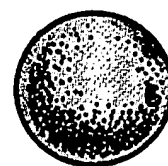
The fifth version, the OPERATORS BELL, introduced the traditional fruit, bell and bar symbols used on slot machines for the next seven decades. Manufacturers continued the popular OPERATORS BELL designation on many ensuing models into the late 1920's.

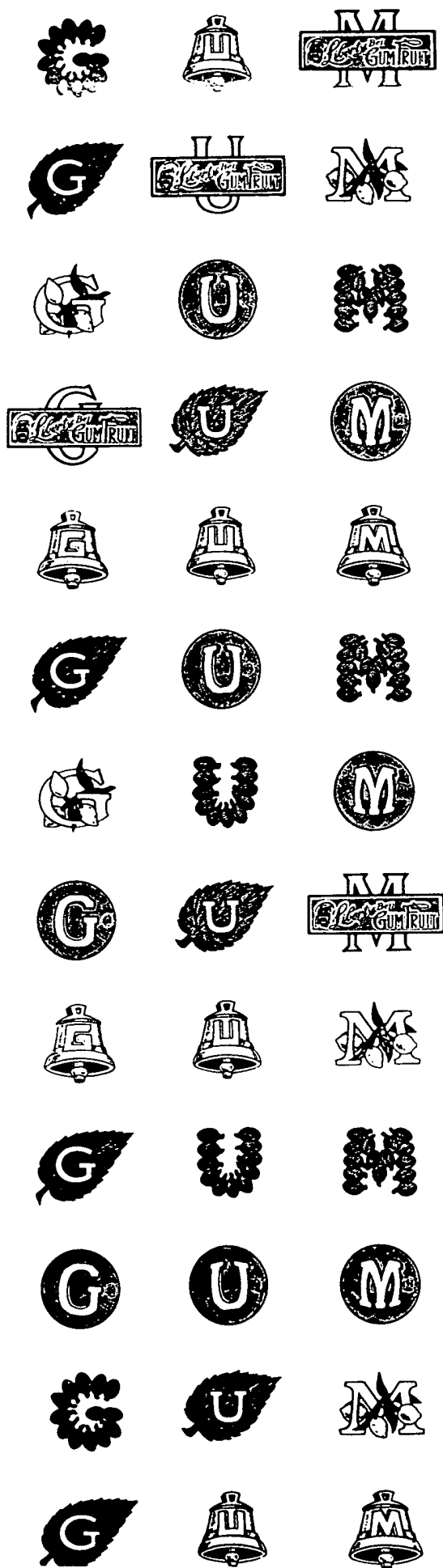


COPYRIGHT 1910

BELL-FRUIT-GUM

MILLS NOVELTY CO., CHICAGO





← Gum India
↓

Why Plums, Bells and Bars?

The fruit symbols of cherries, oranges and plums have little in common with a bell or a bar other than that they have shared space on slot machine reel strips for more than 70 years. During this time it has become common knowledge that a lemon is symbolic of a loser, three oranges pays ten coins and three bars wins a jackpot. All of this came about because of chewing gum.

The original Liberty Bells, which used card symbols and gave an obvious implication of being gaming devices, were in fact automatic-paying card games. When an ingenious scheme was devised to vend the player five sticks of gum with each nickel played, the machine was transformed into a gum vender, theoretically giving the player the option of using the automatic payouts to buy more gum. Numerous court cases upheld this supposition, opening up many new territories to slot operators. Herbert Mills reportedly offered the Wrigley gum makers a chance to vend gum in Mills slot machines.

The earliest evidence of a vending attachment comes from Arthur Caille in June 1903, when he received a patent stating, "The invention relates to vending machines and more particularly to a construction especially designed for use as an auxiliary to other vending machines or coin-controlling mechanisms." This indicates he used a vendor on some type of slot machine, but this cannot be verified.

Mills introduced the LIBERTY BELL GUM FRUIT model, a slot machine with an attached gum vendor, in 1910. He had been manufacturing gum vending machines since 1898, so the addition of a gum vendor to the slot machine was an easy and natural transformation. The flavors of the dispensed gum — spearmint, lemon, orange and plum — were used as symbols. The bell symbol, the largest payout on the Liberty Bell machines, was retained, becoming the industry's generic term for designating a three-reel slot machine. The familiar bar was not then a jackpot symbol but, though it paid twenty coins, it was actually the label printed on the Mills Liberty Bell Gum Fruit package. That same year the OPERATORS BELL, a companion model, was offered without the gum vendor, but it continued to use the same fruit symbols except for the spearmint leaf, which was replaced by a cherry cluster.

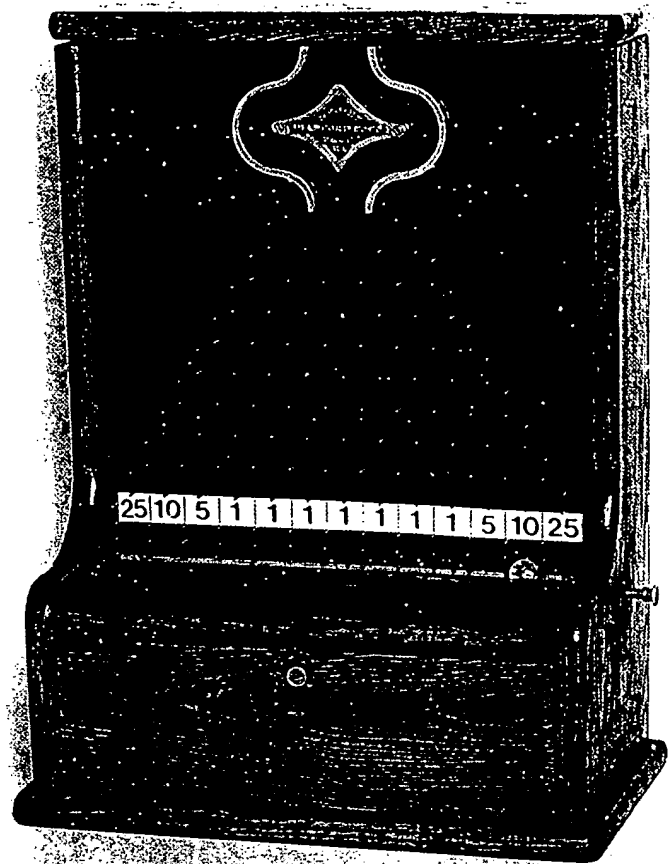
Mills placed a copyright date of 1910 on the reel strips, although that did not deter their use by competitors. Caille and Watling also adopted fruit symbols adding apples, pears, pineapples and strawberries. Because of these awards, the English called the bell slot as a "fruit machine." These early-day symbols, plus the watermelon first used by Mills in 1937, are the same as those found on the casino machines today, excepting that the bell fruit gum label had evolved into today's bar, the portentous symbol for a jackpot.

These reel strips, introduced on the 1910 Mills LIBERTY BELL GUM FRUIT (p. 95), were used to give a gambling device the image of a vending machine.

Operation commences when a coin is dropped in slot at top, bounces from pin to pin, finally dropping in one of the bottom pockets, above which is printed the amount of the award. The wins of five and over had a trade option which could be exchanged for cash.

The payouts are automatically registered in the money drawer below which is divided into individual compartments for each payout.

Bradford 1913
LITTLE GEM



'THE LITTLE GEM'
**PREMIUM
TRADE STIMULATOR**

This little machine is designed for amusement and to stimulate trade, and for every penny deposited in this machine you are entitled in return to a penny stick of gum, and for amusement and to further stimulate the sale of merchandise, we offer the following list of

PREMIUMS IN TRADE

NO. 1. ONE PENNY STICK OF GUM
NO. 2. TWO PENNY STICKS OF GUM
NO. 5. FIVE PENNY STICKS OF GUM
OR FIVE CENTS IN TRADE
NO. 10. TEN PENNY STICKS OF GUM
OR TEN CENTS IN TRADE
NO. 25. TWENTY-FIVE PENNY STICKS OF GUM
OR TWENTY-FIVE CENTS IN TRADE

ABSOLUTELY NO BLANKS

MANUFACTURED EXCLUSIVELY BY
THE BRADFORD NOVELTY CO.
PROVIDENCE, R. I.

ALL RIGHTS RESERVED

Groetchen 1935
TAVERN



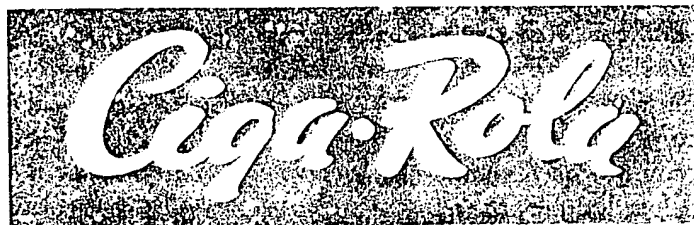
Alcohol
Indicia →

This one cent machine was operated in bars right after the repeal of Prohibition to promote the sale of drinks.

It remained in the shadow of legality, offering the player a gum ball with every handle pull and a chance at a complimentary beer or whiskey. The slot sold for \$15.00 and paid out a meager 44 percent.

Buy a 25¢ Pack of Cigarettes
or 5¢ may get you 1-10

Jennings 1937
CIGA-ROLA



Ciga-ette Indicia

DO NOT DROP COINS IN SLOTS UNLESS YOU INTEND TO FOLLOW INSTRUCTIONS

TO PURCHASE AT RETAIL:

DROP QUARTER IN COIN SLOT NO. 1
PULL VENDOR KNOB UNDER THE BRAND YOU SELECT

OR

TO PLAY FOR CIGARETTES

10	CAMEL	CAMEL	CAMEL	OR	CHESTERFIELD	CHESTERFIELD	CAMEL
7	CHESTERFIELD	CHESTERFIELD	CHESTERFIELD	OR	OLD GOLD	OLD GOLD	CAMEL
5	OLD GOLD	OLD GOLD	OLD GOLD	OR	LUCKY STRIKE	LUCKY STRIKE	CAMEL
3	LUCKY STRIKE	LUCKY STRIKE	LUCKY STRIKE	OR	PHILLIP MORRIS	PHILLIP MORRIS	CAMEL
1	PHILLIP MORRIS	PHILLIP MORRIS	PHILLIP MORRIS	OR	ANY	ANY	ANY



DROP COIN IN SLOT No. 3
AND PULL HANDLE ON SIDE OF CABINET

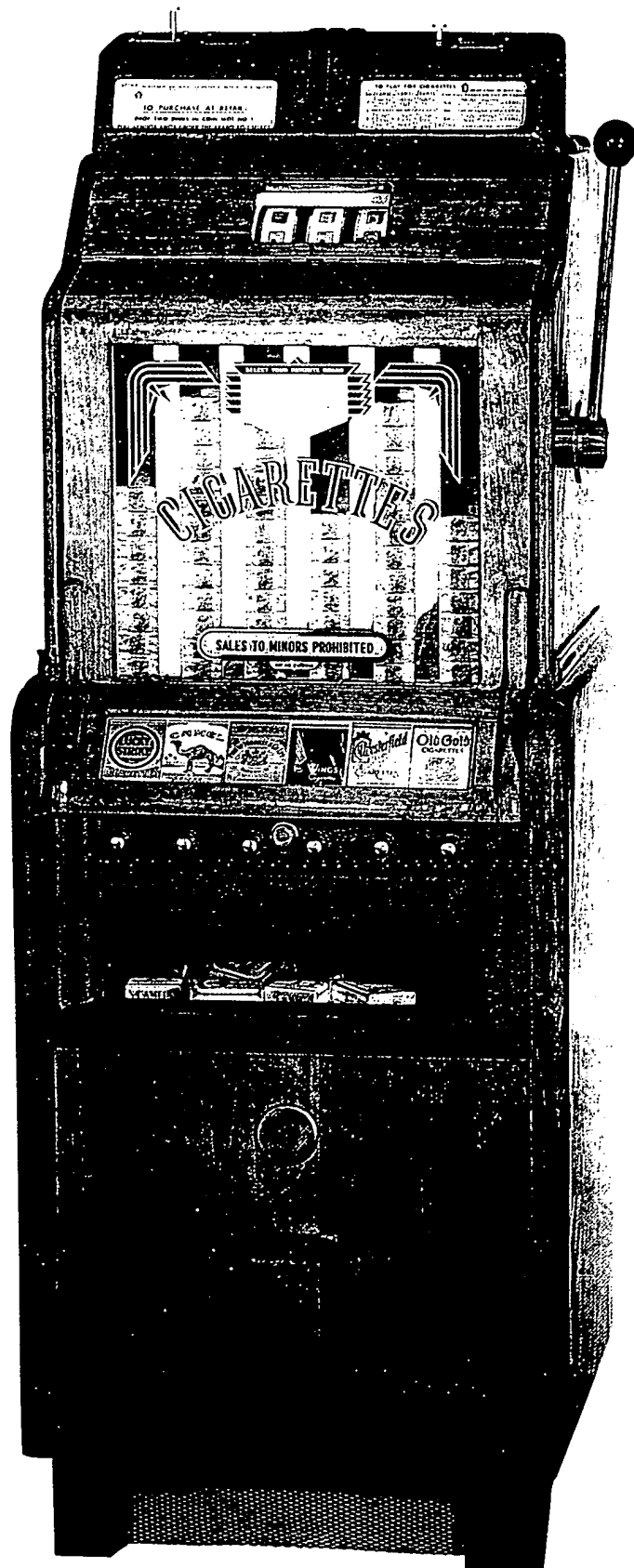
DO NOT DROP COINS IN SLOTS UNLESS YOU INTEND TO FOLLOW INSTRUCTIONS

The Jennings dual action CIGA-ROLA was played by inserting 25 cents in the left coin entry (thus dispensing cigarettes at the retail price) or by venturing a nickel in the upper right slot to gamble on the spin of the slot reels. When winning combinations of symbols showed on the pay line, the machine vended one to ten packs. If the player failed to win, there was an optional feature allowing the insertion of an additional 20 cents on the merchandising side to secure a favorite brand of cigarettes. Thus the slot with the optional feature was strictly legal because it gave value received and so it was operated in "quiet" territories.

Ciga-Rola Mathematics

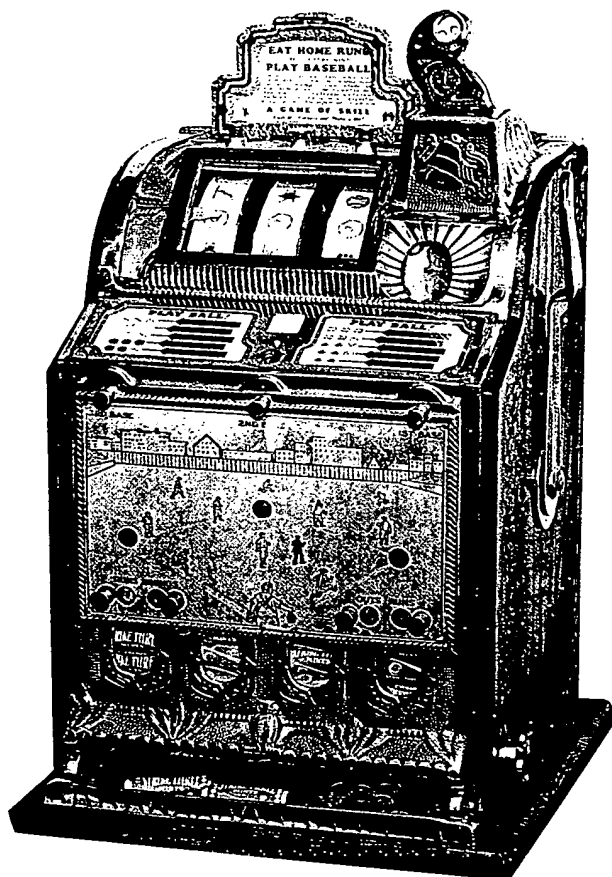
Brand	1st Reel	2nd Reel	3rd Reel	Packs Paid	Total Packs
Camel	2	2	2	8	80
Chesterfield	1	2	(3+2)	10	70
Old Gold	1	3	(5+2)	21	105
Lucky Strike	1	7	(5+2)	49	147
Phillip Morris	6	6	20	720	1122

1122 packs at 5 coins per pack = 5610



Play Ball!

Mills 1929
BASEBALL VENDER



Peo 1931
WORLD'S CHAMPION



Baseball Indicia →

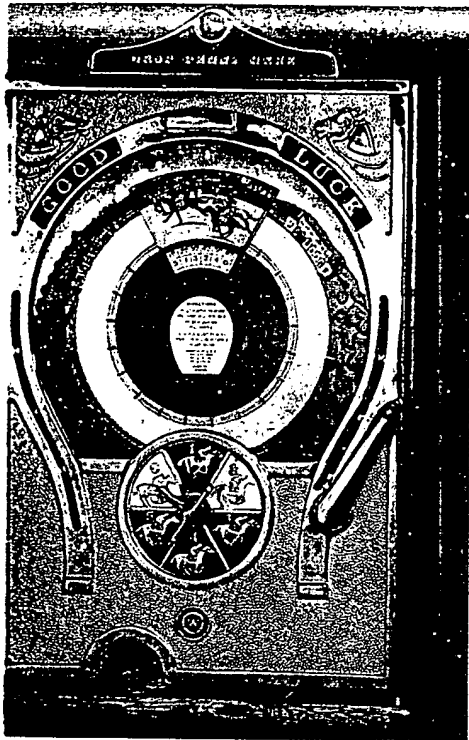
The baseball theme outwardly transformed the bell slot into an amusement game. The reel symbols were gloves, balls, mitts, players and pennants which were shown on the award card as base hits and home runs. If a winning combination did not appear on the payline, that was considered an out. With each successive reel combination, the player could manually advance the base runners and record the runs, out and innings on the playing field mounted on the front of the slot.

While playing ball, the customer won baseball amusement tokens and received complimentary packages of mints. The Mills BASEBALL VENDER was copied by both Jennings and Watling, remaining popular for several years.

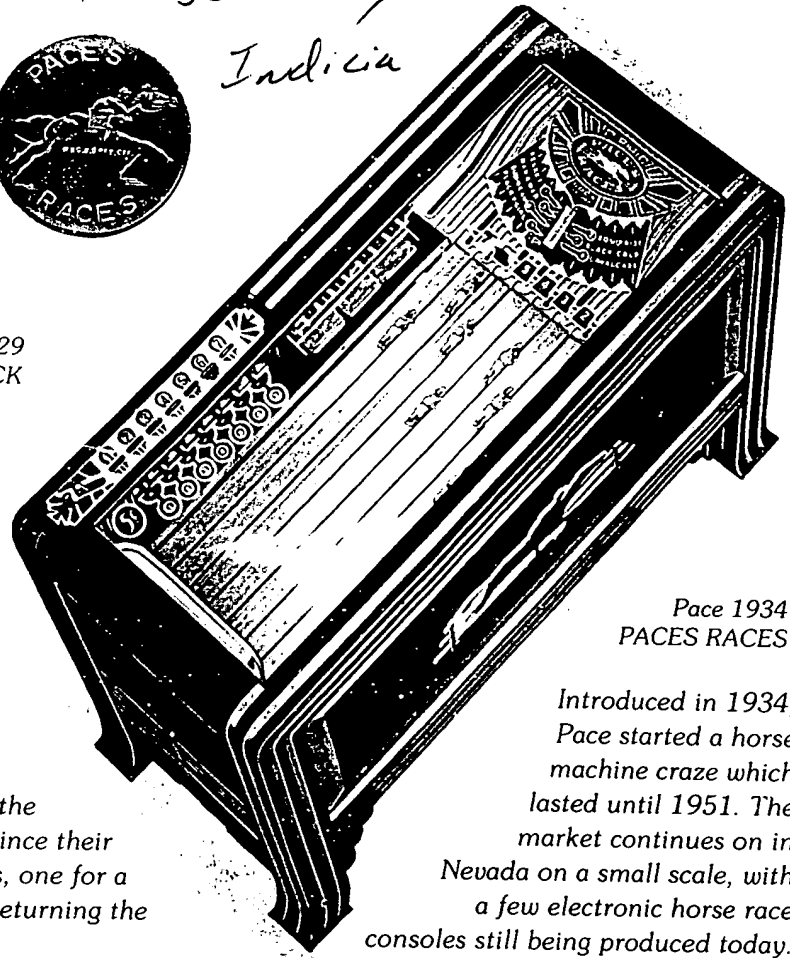


Inspired by the baseball machine fad, Howard Peo made a miniature ball game which he patented in January 1931. He mated the top playing field from a Watling baseball slot to a vertical spiral playing field which had holes representing hits, runs and outs. A companion model called the LITTLE WHIRL-WIND used the same playing field but substituted points for the baseball

Horse racing Indicia



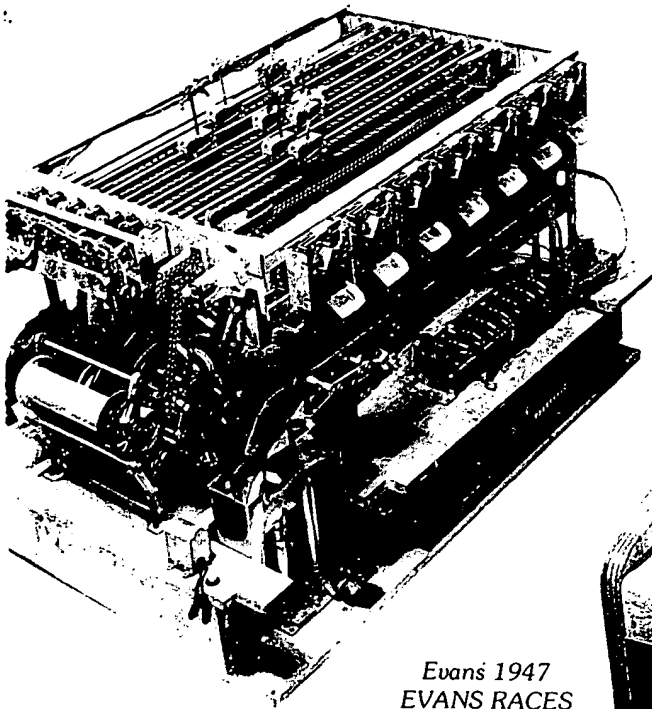
Watling 1929
GOOD LUCK



Pace 1934
PACES RACES

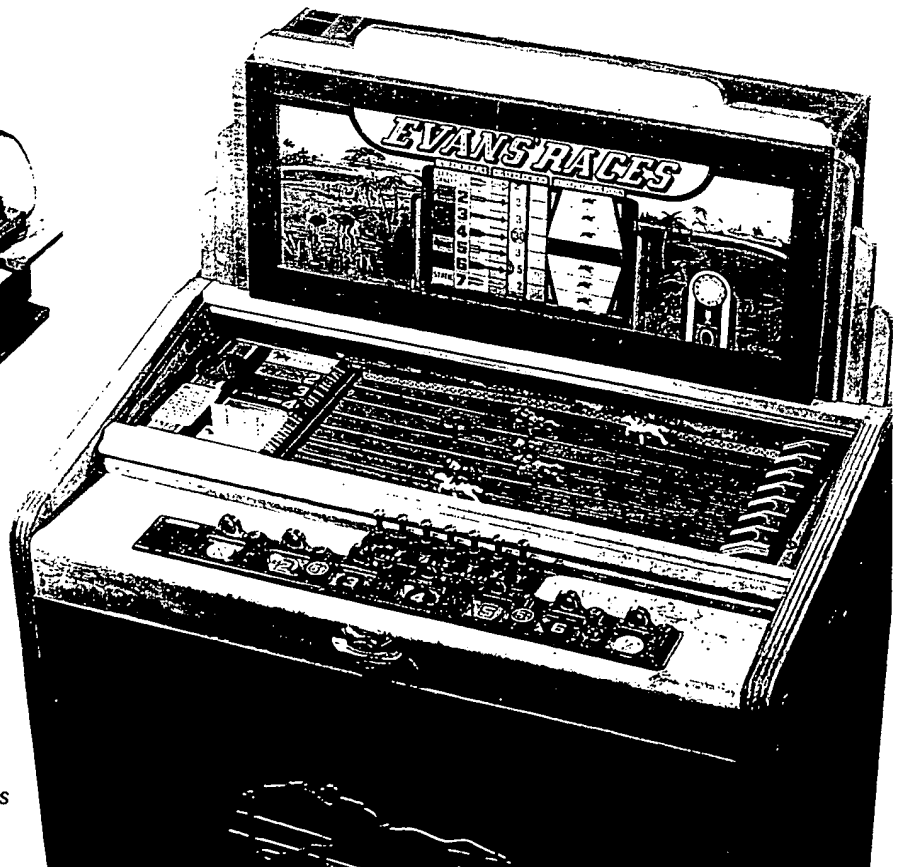
Introduced in 1934, Pace started a horse machine craze which lasted until 1951. The market continues on in Nevada on a small scale, with a few electronic horse race consoles still being produced today.

Watling's son, William, was issued two patents for the D LUCK - the first coin-operated horse race game since their : DERBY (page 99). The game received two patents, one for a ne telling machine, the other as a game of chance returning the played when a player ted the winning



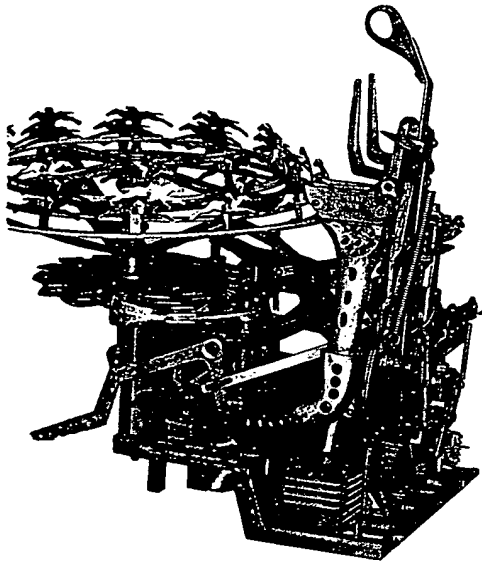
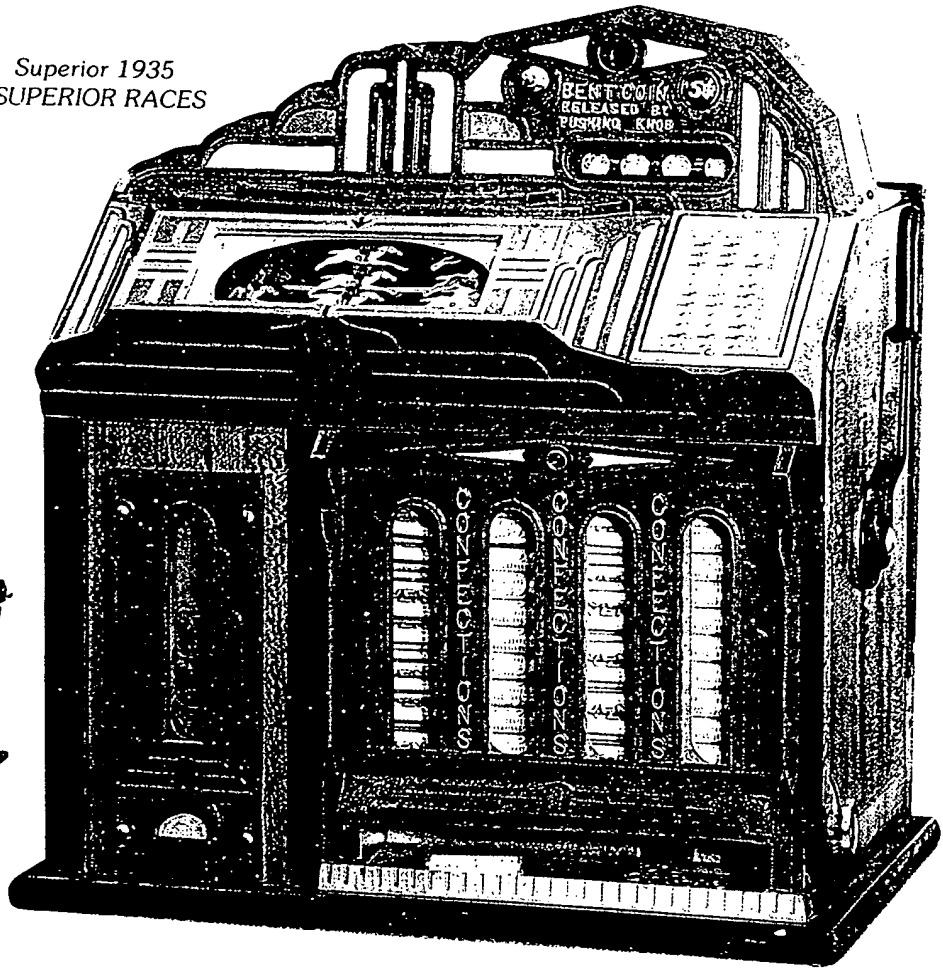
Evans 1947
EVANS RACES

Evans, continuing the Pace line after buying them out in 1944, brightened up the game by adding a colorful background. The mechanisms utilizing player piano technology including pneumatics controlled by a paper roll which



Horse racing Indicia

Superior 1935
SUPERIOR RACES



Dayburners

Groetchen 1936
HIGH STAKES



This cunning horse race game definitely does not have the appearance of a bell slot, although it performs all of the functions of one. The automatic-paying Watling bell mechanism uses three reels, vends candy, and dispenses a jackpot token. The horses, substituted for fruit symbols, are in various colors representing the standard 2- to 20-coin bell pays. The payout discs, with 10, 12 and 14 stops, are located under the three rows of a similar number of horses. This turf colossus, measuring two feet long, was fabricated by the Superior Confection Company of Columbus, Ohio. The SUPERIOR RACES mechanism, with its horizontal payout discs, is shown at left.

Fronting as a gumball vender, this was actually an intriguing horse race slot. The object was to line up all three sections of a horse of the same color. After a moment of suspense, the fourth reel would announce